

# Contextual Design Project

## Phase 3: Final Product Report

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H561

## **PROTOTYPE:**

<https://projects.invisionapp.com/share/ZT75WNK4E>

\*desktop and mobile platform supported

## **EXECUTIVE SUMMARY:**

In the world of wine, information is king. With all the variations in flavor profile, from textures to locations to body type, pairing, and simple color, a consumer can quickly get turned around during their attempt to arrive at something fitting their precise desires. At this point in the wine drinking experience, a person either shrugs off the enormity of the task set before them and simply grabs whatever happens to look good in the moment or, if they're particularly blessed, taps into the knowledge trove of a sommelier who can lead them confidently through the haze of options. Yet a better experience still remains to be had. Instead of relying on an elite group of knowledgeable professionals—if one is even capable of procuring such services, something that is both logistically and economically difficult at best—a wine enthusiast should be capable of whipping out their phone and getting all the help they need quickly, on demand, and improving at a rate and scale that no sommelier in the world can match.

Our small team of three has been busy the last several months ideating and designing such an application for users. Enter Winestein. The application has reached an important milestone recently, having gotten far enough along in the research and ideation stages to have a prototype for users to explore. This phase of the design process is key in that ideas can be verified in the real world instead of simply weighted by their appeal on paper or as general concepts. As such, some things that weren't important to the design team may reveal

themselves as integral to a good user experience while items we had put a heavy priority on prove to be degrading to the overall flow for users. What follows is a discussion concerning what has been observed through multiple prototype testing sessions with users, some of which are coming from stakeholders in the product and others from persons who underwent contextual inquiry during the earliest stage of design research.

We learned much from our testers, thankfully. The key takeaway seems to have been that there is simply too much going on. Furthermore, there is far too much assumption on the part of our design. The various areas and features make presumptive leaps into the user's experience instead of using good UX to lead them down the path we'd like them to take. Most damning in this regard is the fact that the key areas of value add that we'd like to develop are buried underneath a mountain of trinket features. None of them are bad, of course. However, all of them are bad when taken cumulatively in that they preclude users from getting to the heart of the matter: dead simple wine finding, education, and pairing.

As such, we feel that it is incumbent upon us to pare down the featurings within any given context. It's not that we should cut loose any of the various functionalities currently in play for users. Rather, the situation calls for a wise pruning, cutting back in order for greater growth to take place. The landing page, for example, has profile information that isn't necessarily helpful to end users. At least not to the same degree that it demands attention if one is to take the proportion of this feature's real estate into account. Likewise, having social elements hog up much of the remaining space—and all of the vertical scroll, if there is to be any—is nothing more than a misappropriation on the part of our design. Again, these items are good and useful to users, as they themselves had noted, but, once more, aren't the *main* thing.

Instead of having a single frame for the suggested wine on a user's landing page, we realize now, thanks to our testing users, that more is better in this regard. Freeing up some of

the visual real estate for more of the highest quality content will be key to driving success for users. Ultimately, too, it buys us more margin for error in the algorithmic sommelier approach. What if the first suggestion really isn't something they'd like and our dataset for this user simply isn't rich enough to determine this whilst the end user actually does? In such a case we've given ourselves far too little runway to success. Rather, showing two, three, or even upwards of five suggestions gives us the opportunity to get it right for the user, give them a level of independence and autonomy by way of presenting options, and furthermore allows us to learn their likes and dislikes by seeing not only what they do choose, but the suggestions that they in fact pass over. This, then, gives us more margin for error as well as more opportunity learn, the very thing that will limit our need for such margins.

With all of this in mind, we don't think it most prudent to rush off to development. There is still much to learn as far as our users are concerned. Going to development at this point would accrue technical debt at best and, at worst, be disastrous to the business itself. Rather, continuing to perform usability tests with some more users would be the next immediate step to take. However, while this is going on we would begin to make pivots in some of the primary areas of concern that were raised by our current test users. As soon as those iterations are completed, we'd be able to either circle back with our previously tested users, find new users to test it with, or both. Whatever the case, we'd be able to continue learning while moving forward with the design, a dual stream of work being undertaken which is so very helpful at this stage of the process given the amount of things needing to be done running up against tight schedules for a full production of the initial idea.

Thankfully we can maintain several things throughout the app. From our branding of the general areas of interest (Cellar, Journal, etc.), users certainly showed that we're on to something with what we're attempting to create. As the saying goes, "if it ain't broke, don't fix it."

Our efforts would be best spent handling items of greater concern such as the sticking points and confusing portions of the application. While the application is still far from hitting the App Store, we certainly feel that it is getting closer and that given the right amount of continued attention and iterative process we can see it through to completion. So, make sure to double check for it before you head to your favorite package or grocery store to load up on wine for the weekend.

## **EVALUATION SUMMARY:**

All of our prototype testers found several items worth considering for our next round of prototype work and testing. Some of the findings are things that wouldn't make it into a true development cycle of the app. For instance, loading screens automatically moving forward to the loaded application. While quick fixes such as these will be addressed before the next round of prototyping, they can be passed over during our current discussion on key findings needing to truly be tested before reaching the development cycle.

### **USER #1**

The camera functionality in the Journal section is currently wonky according to typical user experiences. Instead of the camera button working—i.e. taking the picture—the viewer box seems to be the key to taking a picture. Perhaps an oversight in the design, but if a design decision then something that should be addressed in order to enforce uniformity in the app alongside all other applications and safe assumptions on the part of the user when undertaking common tasks such as taking pictures. Furthermore, the application is not self evident in its value-add in being used for picture taking. As the user put it, “Why would I use it over my own

camera built in my phone?” Making this feature more intuitive and overtly valuable to end-users will be necessary to get any good, valuable usage out of this portion of the app.

Most importantly, the user had questions concerning our primary value-add in the app: the digital sommelier experience. For starters, “what is Sommelier [*sic.*]” highlights the fact that the very thing we’re attempting to create, while no less necessary or helpful, is not a concept that we should assume users will be familiar with. At least not if we truly hope to break into the sizeable market that represents casual wine drinkers over and above semi-expert ones. More, the user pointedly asks, “What does this app do to help me select a better wine fitting my palette?” and “How can I find my ideal flavor profile by using this tool?” These are the things we *must* nail in order to accomplish the goal. While this rabbit hole can go quite deep, the basic impetus flowing from such a response is to simplify the experience heavily. There is apparently far too much clutter and feature-rich distraction in the way. The user sees noise, we must provide the signal.

## **USER #2**

Our second user provided more valuable feedback. Some items were overlapping of user #1, something that helped us by further confirming the necessary pivots we’d need to explore, while others were helpful in their novelty. For instance, with regards to our attempted piggybacking on the concept of a sommelier, the user writes “Sommelier is the fanciest word I have ever seen. I need a pronunciation guide.” Our goal, of course, is not to impress upon the user our own sense of culture by using unknown words (i.e. ‘sommelier’) so much as help them experience the benefit of one—regardless of if they ever come to know the term itself. This is a good wake up call for us as it shows assumptions that we were building atop that need to be filled in for the users before we ask them to see the value that we’ve attempted to build on them.

This user provided helpful feedback elsewhere, too. Regarding our navigation and flow, they said that the “[m]enu takes up entire screen [*sic.*] and doesn’t give you the option to ‘back out’ per say [*sic.*]” In other words, they lose all orientation. The user is forced out of their current context and into a strictly navigational one rather than having an experiential foot still firmly planted in what they had been doing before seeing their navigational options. Furthermore, an opportunity to cancel their exploration of the navigation is nowhere to be found, forcing the user to move on in some new direction or pointlessly reload the area that they were already on.

Still more valuable feedback came in. “Search function isn’t actually active. Pretty sure this is intentional but just curious.” While they’re right in thinking it may’ve been left out intentionally, in retrospect it was short sighted to leave out one of our key features no matter how simple the concept may at first seem. Having users test our search feature will be a very important pivot we make in the next iteration. Not only will we need to ensure we design a great experience around search to test out on users, but we should also make certain to design the way we want search to work on a technical level so that we can test some of the assumptions we feel the application should make on behalf of the user when they do in fact search. Lastly, this user nails it when they say “If the biggest wow factor to this is the wine database, shouldn’t that be exemplified on the home screen somewhere?” Once more we run up against the issue of trying to have too much. The most valuable component of what we’re building—our value proposition itself—is hidden amidst the many other, supportive features and experiences. This, of course, should be addressed swiftly and aggressively as everything else ultimately rides upon it.

### **USER #3**

Our third user had some question as to lingo and other things in common with the prior two users. Their feedback was mostly good—literally—as they’d say “it’s good that…” before filling in something they liked. Finally, after some more testing and prodding they opened up about things they would like to see in a final version that hadn’t made the cut on this design’s first pass.

While they thought it was good to be able to add their favorite wines to the Cellar area, they also wanted to ensure they could do so in a more convenient and swift fashion while in the flow of a journal entry, suggestion exploration, and social areas. This would certainly make the Cellar feature more readily used as it would then be much more accessible. They also were hoping to have more information concerning their badges alongside what other users—their friends or connections in particular—had received as badges. A competitive sub-feature here would add value, they thought.

Access to their favorite wines would “be more convenient” if the most recent or highest rated were immediately capable of access on their profile page, something that would be a quick and easy pivot for our design team to consider before heading to the next round of testing. Finally, their most emphasized suggestion, and the one that resonates the most with the other testers, is that their suggestions should definitely populate fresh on each arrival to the home page or on each novel arrival on the home page (e.g. at a new location).



# APPENDIX:

## USER WALKTHROUGH FINDINGS:

[https://docs.google.com/spreadsheets/d/1Gb0HP6\\_yU-oAoGDB6OXkbSMyluSy3teKskkEIAj4p8/edit](https://docs.google.com/spreadsheets/d/1Gb0HP6_yU-oAoGDB6OXkbSMyluSy3teKskkEIAj4p8/edit)

## DRIVE LINKS:

*PHASE 1:*

<https://drive.google.com/open?id=1srZG1iUOEZa2LC5NqnrkiVKXo5WU1e796WL2jpZ5D1s>

*PHASE 2:*

<https://drive.google.com/open?id=0BxiumOD-sE4bdUVuY191aTV0bms>

*PHASE 3:*

<https://drive.google.com/open?id=0BxiumOD-sE4bdldOUHduOV9PV2c>

## PHASE 1: DATA COLLECTION AND SYNTHESIS REPORT

### EXECUTIVE SUMMARY

Our group ran contextual inquiries into the wonderful world of wine drinking. While many people enjoy a wine with a meal, far fewer can tell you the *why* of their wine. As such, we wanted to dive into figuring out exactly what opportunity exists in the space that could be bridged with various technologies, most notably an easy-to-use mobile application to guide a user through their wine tasting experiences.

First up, we had to determine if users had been familiar with using a journal or application of some sort to track their wine consumption. If so, then we should find out the shortcomings. If not, then how open to the idea would they be. In other words, did

there seem to be much of a market opportunity at all? None of our participants had used an application to do so and only one of nine had used a journal before for their wine tasting. Having a better lay of the land we could now proceed to see if there was not only a market but an opportunity within it. Thus, a follow-up question was how likely someone thought they would be to use such a tool. With a top score of five (being the most likely to use the tool), the ratings ended up averaging out to just over three. Even those who rated lower (2) did so due to external conditions such as being “a teacher” and not “advertising [their] drinking,” thinking they “wouldn’t have enough time” to use it, and the likes. It’s worth noting that the pushback received was not directly related to the app or idea, but rather was putting a finger on the hurdles we would need to design around for users to enjoy the application that they otherwise would want to use. In other words, making privacy functions for that teacher and ensuring a powerful algorithm that would require little time from the user to perform well for the other would get around the reasons they listed for being uncertain of app viability. We learned, then, that such a tool seemed to be in a favorable position to solve a problem. Off to a good start it would seem.

After establishing an opportunity and receptivity within the market, we set out to see what it is that users thought of the types of value-add we had in mind. Would users like to know more about what they’re drinking? Would they like to receive suggestions as to what they *should be* drinking? Further, would they like to know *why* it is that they like what was suggested? Answers ranged from the simple—“I would like to know more [about what I’m drinking]”—to the candid—“Yes [something like that would interest me].

Blindly buying wines in a store is daunting. [Having] more insight as to what I'd like would be great." The majority of responses resonated with one or both of the above sentiments. Thus, we quickly learned that there was not only an opportunity and general receptivity to the idea, there were some real pain points to be solved for users. One of which we noted afterwards during interpretations: "[we] noticed people pointing out the star rating and photo taking feature." Using a blend of smart algorithms along with user driven ratings could go a long way in providing a top-to-bottom approach: users receive suggestions, journal and rate what they drink, and then that data is used for future tailoring of both their and others' recommendations, but also serves as a general pool of information that users can find for the sake of making better, more informed purchasing decisions. The solution, whatever it may be, could vary in form and deliver, but at this point it was becoming clear that there was indeed a solution to be had because a real problem existed.

We also learned things that weren't worth pursuing. For instance, having the application know when to begin warning you of a cut-off due to the wine's your drinking and perhaps even a tolerance profile that the user could help it build for them. Our notes concerning the responses include a mention that people "wouldn't use the feature, for the reason that it's not realistic for their lifestyle." Another thing that got derailed from our original idea pile was making it tailored to specific locations and venues. Instead, we learned the simple truth that people's habits and frequency in drinking "[vary] for each individual." Our learning, then, consisted not only what ideas we should pursue, but which we should drop.

Having found ourselves in a position to fill a need in the market, we see several opportunities to explore that market fit by way of various design methodologies. For starters, a simple follow up survey with the users we already interviewed, as well as any others we can round up to participate could yield high returns for a very low cost. Particularly, we could use the KANO Model in which various features and services are pitched to interviewees as both being available and unavailable. The user can respond with a positive, negative, and neutral response. This will help us cut through the noise in order to find the signal.

Once we know more about what users feel is requisite to a meaningful solution, what could be anti-features, and what would delight them we could begin building out some rough prototypes. They wouldn't need to be high fidelity from the onset. Rather, we could save time and capital by producing very lo-fi versions of what we envision could serve our users based off of the KANO Model's responses. We would present users with various screens or even paper sketches of the prototype and ask them to interact with it however they felt was most intuitive. This would help drive home not only the conceptual points brought about via the KANO method, but the specific *implementation* of what we had already learned. Perhaps our attempt at satisfying the customers in ways they noted would fall flat and needs to be reimagined. Prototyping will be one of the best means of such discoveries.

Finally, a Day-in-the-Life, Shadowing, or Fly-on-the-Wall research approach would be hugely beneficial. Finding out how to be an incredible *maitre d'* and sommelier would inform us how to best present the experience to users. Ultimately, the job of the

app is to put within the hands of users the knowledge and service found within those two positions. As was noted by the team during the inquiries, “user data seemed to reflect that the users didn’t want to have to put a ton of work into the application to use it.” There should be an intelligence behind what we’re building, not just an accumulation of input from the users. Learning what makes them tick, how they work, what clues them in to a person’s palette preferences, and how to best make recommendations based off of that profile would take an otherwise basic and thus bland app to a whole new level of experience and delight—the very thing we’re trying to do for users in regard to their wine drinking.

Thus, our next steps would be to conduct several design explorations. They would include, but not be limited to:

- KANO model
- Prototyping
- Day in the Life, shadowing, or fly-on-the-wall methods

With these in place, we not only have our work cut out for us, but also can be confident in the fact that we will garner great data to lead the way forward in the product design and development of an application that enlightens, empowers, and enriches a person’s experiences with wine.

While our testers enjoy wine in the comfort of their own home or at a local eatery, we learned they are growing more interested in discovering *why* they should try a new wine they would enjoy. By incorporating our findings from the contextual inquiries, we plan to articulate our recommendations and goals for our upcoming development in

prototyping an application design. We hope to enhance the experience of wine tasting and bring enlightenment to the reasons a palate is developed while curating a user's collection for recommendations through quick interactions analytically building a master profile with quick matches for best selecting a wine of idealistic preference.

### **Contextual Inquiry**

#### Contextual Inquiry Data

For our contextual inquiries, we invited a couple dozen people to joining us for a wine tasting event. Nine people were able to attend a local wine tasting event at Peace Winery in Carmel, Indiana. As a team, we covered the cost of the event for our interviewees using Groupon.

Testers were given about ten minutes to arrive, settle in, and view the building (*image below*).



We emphasised that we wanted them to enjoy the tasting experience and each other's company. Each tester was allowed to select five samples of their choice from the winery's bottles. The winery provided a basic sheet for feedback on individual preferences on wines tasted (*image below*).

**PEACE WATER WINERY**

Extra charges may apply for wireless, gratuities, bartender and waitress. Horseshoe and umbrella enclosed.

Rate our wines! Finish the face!

happy  ok  meh  gross  rightous

**Bubbles**

**NONNO PUGNO** : 2014 Sparkling Rosé • Healdsburg, CA \$20

A bright wine with aromas of apricot and rose and flavors of raspberry tart and cherry lead to a crisp and elegant finish.

**INSPIRE** : 2014 Dry Red • North Coast \$21

With apricot and citrus flavors, this wine will entice, seduce, relax, and get you going.

**White Wine**

**BLISS** : 2014 Sauvignon Blanc • Sonoma County \$20

Flavors of lemon peel, lime zest, and mandarin orange will lead you in a state of euphoria.

**Red Red Wine**

**SUBLIME** : 2014 River Napa • Russian River Valley \$35

Flavors of cherry, cream, oak, and fresh herbs create a rich, mouth-coating that is truly intoxicating.

**WISHFUL WHITE** : 2013 White Table Wine • Sonoma County \$10

With notes of peach, apple, vanilla and spice, this wine has a dreamy spiciness with an intriguing undertone.

**GRATEFUL RED** : 2014 Red Blend • North Coast \$30

A red blend with hints of blueberry, black pepper and plum, this wine will bring out your inner Hippie.

**RADIANT** : 2013 Unoaked Chardonnay • Sonoma County \$20

Bursting with lemon, coral, grapefruit and honeysuckle notes, this wine absolutely shines with flavor.

**ZEN** : 2013 Zinfandel • Howell PT, Napa Valley \$32

Humorous and playful with hints of blueberry, black pepper and dark cherry, its like toothpaste in a bottle.

**SOULFUL** : 2012 Oaked Chardonnay • Russian River Valley \$20

Luscious and majestic, this wine has expressions of toffee, coffee and peach with hints of hazel.

**PASSION** : 2014 Cabernet Sauvignon • North Coast \$34

A full red with notes of sweet cherry and raspberry leading to a palate of luscious and powdered chocolate.

**CAPTIVATE** : 2007 Late Harvest Zinfandel • Howell PT, Napa Valley \$40

With aromas of burnt sugar and dark chocolate, this wine will capture your palate with hints of raspberry, brimley cherries and espresso.

**Special Tasting \$15**

**NIRVANA** : 2011 Cabernet Sauvignon • Howell PT, Napa Valley \$20

With notes of caramel, black pepper and cherry, a wine so delicious you'll swear your palate has found paradise.

Take a photo to remember what you like when you come back!

and follow us on social media while you are at it!

Like  Follow  Retweet

@peacewaterwinery

After half an hour of tasting we gave them iPads preloaded with three current apps on the market. They were asked to interact with the tools and talk about what they liked, didn't like, or ideas they felt were missing.

Next, we provided questionnaires, asking them to fill them out as best as they could, but didn't require them to answer all of the questions. We then spent time asking questions about their experience and knowledge, targeting data collection for our ideas on creating an application surrounding wine experiences.

## **Contextual Inquires Summaries**

### **Profile #1**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 29, female

D. Data results

- Level of Drinking Experience: Self proclaimed experienced pro
- No prior experience logging/journaling with other digital products
- Likes the idea of a wine journal, but unsure time allows her to utilize as tool
- Enjoys trying new wines
- Confident in limiting consumption
- Drinks wine 4x a week at home or out with dinner
- Decides when to drink based on food and mood
- 8 years of training in the food industry
- Feels knowledgeable enough she doesn't currently see a need for knowing reasons behind choices made



- Would like tasting profile based on tracked information because it would encourage educated wine purchases in the future
- Doesn't have a need for additional recommendations (social)
- Supportive of a rewards program for wine
- Supportive of profile creation that makes suggestions based on preferences
- Values social privacy
- Not willing to pay for an application
- Would like to highlight local wines
- Would like food pairing suggestions within restaurant
- Would like local restaurant dining pairing suggestions database for expanded options (ex. when selecting a location to dine)
- Spends an average of \$9.99 on a bottle of wine
- Knowledge comes from training in service industry, friends, family, and server recommendations when dining out
- Relaxed drinking style

E. Key Findings:

1. Privacy settings are highly valued
2. Indicating various experience levels would be valuable for credibility on recommendations/reviews
3. Analytics on internal application activity is supported for recommendations and user perspective
4. Local pairing suggestions are welcomed

## Profile #2

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 27, male

D. Data Results:

- Experienced social wine drinker
- No prior experience with tools for documenting data on tastings
- Didn't vision using a journal experience
- Supports ideas of getting suggestions based on previous wine ratings/experiences
- Doesn't see a need a BAC indicator
- Decides wine type based on meal
- Drinks on average every other weekend
- Prefers reds
- Would like data feedback on selections made
- Would like to see history of wines tasted
- Would like local wine recommendations
- Supports ideas of wine rewards program
- Supports master profile of preferences and recommendations
- Would like information to be private (social)
- Would pay \$1-5 for application
- No preference on additional features
- Mood affects pairing selection
- Supports ideas on broad database of pairing options locally

- Average cost of a bottle: \$10
- Knowledge from friends
- Prefers wine over beer (“beer got boring”)

E. Key Findings:

1. Likes idea of a library of data based on experience
2. Prefers little interaction, should be quick and easy, little time to use but provides a lot of info
3. Mood affects choices

**Profile #3**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 23, female

D. Data Results

- Experienced wine drinker
- No prior logging experience
- Doesn't vision using an app to journal unless she was tasting often
- Would like a wine library
- Doesn't see a need for having BAC indicator
- Bases decisions on friends recommendations
- Drinks a few times a month, out socially or at home
- Uses prior experience to decide, as well as flavor. Prefers sweet/dessert wines over dark/dry.
- Would like data on wines liked to feel more comfortable trying new wines

- Supports wine tasting profile for assistance recalling previously liked wines
- Would like suggestions for local wines, support local business
- Supports wine rewards
- Supports master profile, quick and easy onboard
- Liked a swipe left/right feature like Tinder
- Supports social activity to get more feedback and recommendations
- Would pay up to \$5 for an app
- Suggested a pinterest board incorporation “Dream Cellar” based on preferred wines
- Average bottle: \$15-20. Max:\$30
- Wine knowledge from friends. (Would like a Google for Wine-os)
- Beer is too heavy. Dislikes liquor. Enjoys wine.

E. Key Findings:

1. Would like a flavor profile
2. Data based on experience would be helpful in a profile
3. Recommendations based on experience and flavor profile would help expand knowledge and comfort level trying new wines.

**Profile #4**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 28, female

D. Data Results:

- No prior experience with tasting journal or applications
- Interested in location services for eateries/wineries

- “Now that I think I am wiser, i would like to keep track of my likes. I’m more of a beer drinker so I would use that more.”
- Would like to receive suggestions based on prior experience/ratings
- Not interested in BAC because it seemed impractical
- Selects purchases: Bottle packaging, price/affordability, reviews. Mostly based on how “cool looking” it is
- Frequency of drinking: 1 or more times a week at home
- Learned more about personal preferences based on experience, but liked the idea of app for references
- Would feel more comfortable with selecting new wines if information was given as to why a recommendation was provided based on their profile
- Tracking previously liked wines would add convenience to future selections
- Doesn’t want daily notifications or emails. Would like to have recommendations readily available.
- Likes the thrifty-ness of a rewards program
- Values accuracy of a master profile matching likes when app is providing recommendations
- Highly values privacy, doesn’t want friends/ social integration
- Will not pay for any application in general
- Likes the idea of a journal so “if I find something I like and it’s not on the app then I can write it down”
- Likes idea of pairing options based on location
- Unsure they would remember to use an app for pairing suggestions
- Typically pays less that \$15 for a bottle

- Knowledgeable based on friends and restaurant's
- Doesn't feel confident in making mixed drinks and doesn't like to carry packs of beer, though they like both.

E. Key Findings:

1. Design and packaging makes a significant impact on choice in purchasing wine
2. Values convenience, privacy, and options for notifications so they don't feel pestered by recommendations from an application
3. Option of a journal to log notes would be helpful

**Profile #5**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 28, female

D. Data Results:

- No prior usage of apps for wine tasting
- Never has used a journal to log tastings
- Would require privacy due to profession
- Open to trying new things, getting suggestions from an app would be welcomed
- Likes idea of knowing alcohol consumption. "I feel like beer selections usually advertise % alcohol more than wines."
- Cabernets and malbecs. Usually selects based on price.
- Frequency: 3x a week at home, or occasionally out at restaurants
- Doesn't know primary difference in wines, but is comfortable with tasting the differences — know preferences. Would like to know more

- Feels as though she would appreciate selections more if she knew common aspects she liked about wines
- Likes organization that could be provided in tracking experiences.
- Specific suggestions would be helpful to make sound selections since she mostly drinks at home
- Likes the idea of a rewards system
- Master profile would be ideal and helpful
- Needs to select privacy settings because of her profession. Would not want to advertise drinking
- Typically doesn't pay for apps
- Would like to sort populated recommendations based on price point
- Considers pairing food with wine when dining out
- Would like a pairing feature incorporated in an app
- Spends an average of \$12/bottle
- Knowledge stems from experience in purchases and restaurants
- Enjoys wine for the level of professional and class for which it is iconicized

E. Key Findings:

1. Price delegates selections
2. Provided information and details are helpful, but not something on which a lot of time may be spent.

**Profile #6**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 27, female

D. Data Results:

- Drinking Experience: Excellent
- No experience using an app to log prior tasting experience
- No experience journaling prior tasting experience
- Likely to use an application to log or journal because she could see herself trying what others had liked from the winery if specific details were tracked
- Would like to gain more feedback from others, receiving suggestions so making purchases in store would be less daunting
- Could see the usefulness in a BAC indicator based on consumption could be helpful for more informative/safe driver
- Selects new wines based on what types she has liked in the past
- Drinks wine 1x a week at home
- Supportive of being provided more information on the differences between the wines they do and don't like
- Would like to understand reasons behind preferences to choose better options in the future
- Would like assistance in knowing why preferences are
- Supportive of receiving wine recommendations when purchasing local wines they would like
- Likes idea of earning rewards
- Excited about getting a master profile of preferences
- Would like to get feedback from social integration for advice and input on wine selections



- Would pay up to \$5 for an app
- Always considers pairing wine with food when dining out
- Prefers having the pairing suggestions directly on a menu over the application.
- Pays an average of \$15/bottle
- Personal experience and tastings has taught her about her own preferences
- “Working for Walt Disney World Food and Beverage live of Business, I learned so much about wine and food pairings during team outings.”

E. Key Findings:

1. Being educated on wine selections provides comfort and ease in future purchases.
2. Having an option to journal thoughts on tasting experiences would be useful for reflection, but user may prioritize ease and convenience of use with a busy lifestyle
3. Values quality and would pay a little more for experience and education provided by analytics

**Profile #7**

A. Conducted: March 5, 2pm at Peace Winery, Carmel, Indiana

B. Duration: 1.5 hours

C. Demographics: 27, female

D. Data Results:

- Experience wine tasting: Peace Water
- No previous experience with journaling or application use for documenting wine tasting

- Highly idealizes self using an application or journal when time allowed, but practically feels like ratings would be nice to have if they are easy to indicate
- Selects wine based on previous wines she has enjoyed
- Drinks wine 2-4 times a week at home and out during half priced wine nights
- Feels confident in knowing wines she likes and why.
- Supportive of receiving more information in the format of a tasting profile based on her experiences and input
- Likes the idea of earning rewards for purchases
- She would like to get a master profile providing recommendations in the form of an application
- She also likes pairing her wine with food
- The average price spent on a bottle of wine is \$25 for this tester
- Magazines provides her with most of her information when gaining knowledge of wines.
- She prefers wine over other types of alcohol.
- “Hello Vino would be the perfect compliment to a wine tasting experience. After tasting, your next move is to buy a bottle. Perhaps an app (w/ a note taking feature) would be helpful..for several reasons: first you don’t have to remember likes and dislikes, because it’s logged as you go on the app. There’s also a bit of information available for purchasing.”

#### E. Key Findings:

1. She was indifferent on many points brought up, but being neutral on an idea might be seen as a bonus feature in an application experience.

2. Having information available for help when select wines to purchase based on her experience or something she read would be something she could see herself using.
3. Having a tool with journaling feature that could also determine matches for selecting new wines, logging previously liked wines, would be used and helpful.

### **Profile #8**

A. Conducted: March 5, 3pm at Peace Winery, Carmel, Indiana

B. Duration: 1 hour

C. Demographics: 35, female

D. Data Results:

- Confident as an experienced wine drinker
- No previous experience with a wine journal or application
- Neutral on using an application and/or journal to log experiences with wine.  
Would only use on wines she really liked
- Likes the idea of being provided feedback and suggestions, based on previous ratings and experiences to find more wines she likes
- No need for a BAC indicator
- Selects wine based on labels and past wines she has liked
- Drinks wine 5 days a week at home
- Feels like she already has an idea of what she likes based on other wines she likes. Selects wines that taste similar.
- Interested in more information about wine choices she makes

- Would like information of a tasting profile with the information input tracking her own experiences.
- Having recommendations provided would be a nice resource over researching for wineries.
- Likes the idea of a rewards program
- Supports idea of Master Profile
- Would like her information to be private
- Would pay \$1.99-\$3.99 for an application
- Would like to see prices and purchase locations in a wine app
- Considers pairing food with wine when dining out
- Prefers having information on her menu
- Average amount spent: Store: \$15, Restaurant: \$35-\$60
- Knowledge stems from wine-os and Google
- Family has played a big part in wine

E. Key Findings:

1. Having a resource to log experience to get feedback may be helpful, despite the time/effort it may take to update. Making an app easy to use would be ideal
2. Price and purchase locations are highly valued. Incorporating a maps or “near me” feature would be helpful
3. Providing a lot of reviews, information on wines, and ratings to substitute the need of Google would be idealistic in an application.

**Profile #9**

A. Conducted: March 5, 3pm at Peace Winery, Carmel, Indiana

B. Duration: 1 hour

C. Demographics: 27, female

D. Data Results:

- Experience with wine “On Point”
- No prior journaling or logging experience with an app
- Somewhat unlikely to use an application to journal or track experiences
- Would like to receive suggestions on wines to “weed out the bad ones”
- Supportive of getting an intoxication level notifier because some drinks have more alcohol content than others
- Selects wine based on personal preferences, favoring sweetness and flavor
- Drinks an average of 3-4 times a week at home or out
- Sweetness determines what she likes, prefers reds and doesn’t care for earthy flavors
- Would like to learn more about the wine choices she makes and why she likes them to be more informed on wine
- Thinks the tasting profile would be a nice shortcut to selecting future wines
- Enjoys exploring wineries and would be interested in getting specific wine recommendations from local options.
- “Free wine is always good” — supporting a rewards program
- Open to a master profile with preferences and recommendations
- Would like to share with friends to get feedback
- Would spend up to \$1.99 for an application
- Main dish + **sides** to pair with
- Would like to get more pairing options when dining out
- Sees herself using an app featuring local options versus single in house menu

- Spends \$8-\$14 on a bottle of wine
- Wine knowledge comes from friends and restaurant advice
- Thinks wine is “better for socializing, less filling than beer, and good with a book at home”

E. Key Findings:

1. Providing a profile with recommendations and personal flavor preferences would be useful and welcomed by users
2. More information on wine would help users feel more confident when educated on wine selections.
3. Pairing is a big aspect of the experience. Should be done well with a lot of supporting information in recommendations.

**Field notes you took during your contextual inquiry (photo or scan)**

**Questions asked during the contextual inquiry.**

1. Have you ever used an app to log your drinking experiences?
  - a. If so, opinions and views about specific suggestions on existing products failures
2. Have you ever used a journal to log your drinking experiences?
  - a. If so, opinions and views about specific suggestions on existing products failures?
3. On a scale of 1-5, how likely do you think it is that you would use an application or a journal to keep track of you drinking experiences? What is the reason for your rating?
4. Would you like to receive suggestions as to what wines you may like based off of previous ratings and experiences? Why or why not?

5. Would you be in favor of having it help you know when to cut yourself off based off of the past wine types, alcohol content, and if you're out? Why or why not?
6. How do you tend to decide what wine to drink?
7. How often do you drink wine per week? At home? At another location?
8. Do you know the primary differences between wines that you like and wines that you don't? would you like to? why or why not?
9. Would you like to learn more about the wine choices you make and why you like them? Why or why not?
10. Would you like a wine tasting profile to be built off of the information you track in with your drinking experiences? Why or why not?
11. Are you more interested in receiving specific wine recommendations or winery/wine-house recs? Why or why not?
12. Would you like to see this application have a wine rewards program for certain brands/restaurants/bars - similar to the concept of the Starbucks Gold card?
13. Are you open to the type of application that allows you to create a master profile of preferences, which then provides recommendations?
14. If no to above - describe the type of customization you would like to see in the application (example customized search filters, swipe left or right Tinder style):
15. Would you like friends to be able to view your wine history on the application and be able to comment/rate/provide you with feedback? Or would you prefer the application to be private?
16. Would you pay for this type of application? What is the most you would pay?
17. What is one feature you would like to see in a wine application that you haven't seen before or that you feel needs improvement in other applications?

18. When you go to a restaurant that offers you wine, do you consider pairing with food suggestions?
19. In a real life dining situation, would you use a food and wine pairing feature on an application that had a broader database including multiple restaurants in the area versus just referencing your menu?
20. What is the average amount of money you spend on a bottle of wine?
21. Does your wine knowledge stem from friends, family, restaurant advice, Google for Wine-os?
22. When and why did you honestly start drinking wine over another type of alcohol?  
(Example being: I felt fancy with a glass over a bottle in front of peers, Because wine provides exquisite companionship to any situation)
23. Is this not the most obviously awesome study you've ever been a part of? Can we cheer to that?
24. Place a cross at the point between the adjectives that reflects the extent to which you believe they describe the concept. Please place only one cross between the marks on each line.

Annoying						Pleasing
Easy to Use						Difficult to Use
Value-for-Money						Expensive
Attractive						Unattractive
Exciting						Meh



Helpful						Unhelpful
Hi-tech						Lo-tech
Robust						Fragile
Inefficient						Efficient
Modern						Dated

### Interview Summaries and Key Findings

Key findings based on our interviews hit a variety of areas from which we plan to build our requirements. Several users highly value driving local business. This is evident in how often they commented on wanting search options and recommendations to include or highlight local wines and local restaurant pairing suggestions.

Our testers also completed a questionnaire which included a chart where they indicated their idealized values for an application. Their results are below:

<i>Annoying</i>					8	<i>Pleasing</i>
<i>Easy to Use</i>	4	3	1			<i>Difficult to Use</i>
<i>Value-for-Money</i>	4	3	1			<i>Expensive</i>
<i>Attractive</i>	6	2				<i>Unattractive</i>
<i>Exciting</i>	6	2				<i>Meh</i>

<i>Helpful</i>	<b>6</b>	<b>2</b>				<i>Unhelpful</i>
<i>Hi-tech</i>	<b>2</b>	<b>4</b>	<b>2</b>			<i>Lo-tech</i>
<i>Robust</i>	<b>2</b>	<b>4</b>	<b>2</b>			<i>Fragile</i>
<i>Inefficient</i>				<b>3</b>	<b>5</b>	<i>Efficient</i>
<i>Modern</i>	<b>5</b>	<b>3</b>				<i>Dated</i>

6 are included, 1 not included because they left this blank.

Below is a summary of each of our participants' testing sessions.

### **Profile # 1**

Our first interviewee was a self-wrought—or at least self-proclaimed—professional drinker. They hadn't, however, had any experience in terms of logging their experiences. While she enjoyed the thought of keeping records, she also was worried that time would be a limiting factor in using any sort of tool. On top of the leveling up she had done by drinking in general, she had also had many years experience in the service industry which had taught her much concerning wine drinking, an indicator for us to pay careful attention to her ideas due to their experienced nature.

With a relaxed drinking style she was warm to the idea of smart suggestions and pairing recommendations despite her overall experience. This serves as a large proof of concept for us. If even an experienced drinker—again, a 'pro'—can find value in the idea of delegating the task of expertise to an application that can be automated and ultimately smarter than she could be in terms of wines and related information, then how much more so those who feel lost in such contexts?

## **Profile #2**

Our second interview was conducted with a 27 year old male social drinker who had no experience using any sort of journaling device for his alcohol-related experiences. Furthermore, he felt no personal value-add from the application's concept. He did, however, enjoy the idea surrounding feedback from the application, an educational aspect of the application. This was related to his admission to not being an expert at wine or its food pairings, having learnt much of what he has via friends and social experiences.

He was particularly receptive to the idea of having a bank of knowledge at his fingertips. The primary concern, much like our prior tester, was that of time. The application, he said, must be quick and easy, a hassle free experience, in order to be truly valuable. One other takeaway that must be processed during the implementation of the application is his comment concerning mood playing a key role in wine selection. Accounting for this could come out in various ways within the application, but this seemed like a viably recurring theme to be found in various people's answers.

## **Profile #3**

This tester provided some great insights for us. While still young, they claimed to be an experienced wine drinker. Perhaps an immediate insight at this point is that many people will overshoot their knowledgeability concerning wine unless they truly find themselves in a place of utter ignorance. That could serve as a potential hurdle for marketing an application based on the idea that there is a gap in the knowledge someone has of wine and the enjoyment they receive from drinking it.

Once again we find that despite the experiencedness of their wine drinking, a tester also quickly admits that they would like to know more about what would be worth trying out in order to lower the anxiety implicit in making an uninformed or ill-informed decision. Having a ‘dream cellar’ feature of sorts—think Pinterest meets wine-o’s—was a nice gem that they offered to us, too. For the third interview in a row, as well, we found that suggestions for *local* wines was an idea that the tester gravitated towards, leading us to believe that particular and contextualized information is a premium type of content that users would like to have over and above generic information.

#### **Profile #4**

The next person interviewed was a 28 year old female with no prior experience with wine tasting journals or applications. Her interests were aligned in things such as location services (where to grab certain wines), keeping a historical log of her wine experiences for future reference, assistance in purchase selection(s), and profile building and assessment so that she could learn more about not only what she likes but why she likes it. This only names a few of the items that resonated with her. We found, thankfully, someone who had, more or less, a “bottoms-up!” approach to our varying ideas for the solution.

One of the interesting takeaways from this session was the fact that she put her finger on the aesthetics of a wine’s packaging as being a key component to her decision making process. While possibly easy to ignore, we found this very telling. One person’s realization is likely another’s unknown preference as well. Much ink has been spilled telling how aesthetics, from symmetry to white space and everything in between, play a pivotal role in our overall experience of a product as well as our *perceived* experience. In other words, the aesthetic can life a poor

experience higher or than an otherwise great experience. This interviewee's recognition of that in terms of her wine habits is a great reminder that the same reality will undergird people's response to any technological supplement we create for drinking wine.

### **Profile #5**

Another 28 year old female was tested for profile #5. Like everyone else so far, she had zero experience in the way of logging her tastings via journals or apps. Being a teacher, the first thing that really stood out to us was her insistence on privacy measures. She's not one to shoot out a picture of her wine of choice at dinner to her varied social media outlets due to the sensitive nature alcohol can play in her role as an education professional. Receiving suggestions from the app was, like in most every other case, well received. One of our fringe feature ideas, the app helping you know how your alcohol consumption for your drinking session is going, struck a chord with someone for the first time. She responded by saying "I feel like beer selections usually advertise % alcohol more than wines," a nice validation of the idea.

The app's suggestions was not only said to be "helpful"—a constant refrain by this point in our sessions—but also "ideal." Despite the support for the general idea of a suggestions made based off of a master profile, for the first time we heard a strong emphasis on pricing being a key component of the selection process. Most everyone beforehand had arguably implied as much when answering our question concerning the usual price for the bottles they purchase, but hearing it said explicitly is telling. This pricing component, then should be a key part of how we help suggest things to users, whether by being a modular part of their palette's profile or simply a filterable parameter within the results.

## **Profile #6**

This 27 year old female participant was closely aligned with many of our other participants. From the suggestions to social feedback, from no experience journaling to liking the idea of a rewards program, there wasn't much in the way of unique concerning this tester. Their self rated drinking experience was "excellent," which is a fun description if nothing else since it seems to be their subjective assessment of the experiences rather than one of their experience level.

Two things did, however, stand out as particularly helpful from this participant. The first was that they would be willing to pay upwards of \$5 for the application. Most participants were steadfast in their desire to have a free app. While designing for the user, we must also be mindful of designing around business goals, the first of which always has to be financial viability and sustainability. Ads could easily be a part of the game plan in order to make ends meet despite having a free application for the masses. The fact that some are willing to pay, and in this case pay big bucks as far as apps go, is helpful intelligence for those making any business level decisions on how to proceed. It could be a good clue into further exploration of a freemium model in which anyone can enjoy some great value-adds from the application for free, but others can harness even more information and power from the digital sommelier by paying a small, one-time fee. The other special insight they provided us was a real-time pairing feature in which the pairings were directly in light of, possibly even overlaid atop, a menu that the user is looking at. While technically difficult, perhaps, such a feature would be, to say the least, as cool as it would be convenient.

## **Profile #7**

Our seventh participant described no other experience with tastings before our event at Peace Winery, though she admitted that she drinks wine 2-4 times a week at home and out during half priced wine nights. \$25 is an average price of a bottle she would purchase. She is a 27 year old female with no previous experience with journaling or application use for documenting wine tasting. Through our conversation, she expressed that she highly idealizes self using an application or journal when time allowed, but practically feels like ratings would be nice to have if they are easy to indicate. When selecting a new wine, she bases her choice on previous wines she has enjoyed and feels confident in knowing wines she likes and why.

Getting a master profile providing recommendations in the form of an application, suggestions for pairing her wine with food would be helpful as a tool. Currently, magazines provides her with most of her information when gaining knowledge of wines, which is her preferred alcoholic beverage. After reviewing applications currently on the market, this participant was supportive of receiving more information in the format of a tasting profile based on her experiences and input, and likes the idea of earning rewards for purchases. She said, "Hello Vino would be the perfect compliment to a wine tasting experience. After tasting, your next move is to buy a bottle. Perhaps an app (w/ a note taking feature) would be helpful..for several reasons: first you don't have to remember likes and dislikes, because it's logged as you go on the app. There's also a bit of information available for purchasing."

Our findings show this participant was different from others in that she was indifferent on many points brought up, but being neutral on ideas might be seen as a bonus feature in an application

experience. Having information available for help when select wines to purchase based on her experience or something she read would be something she could see herself using. Also, a tool with journaling feature that could also determine matches for selecting new wines, logging previously liked wines, would be used and helpful.

### **Profile #8**

Experienced as a wine drinker, drinking five days a week at home, our eighth participant is a 35 year old female. Average amount spent on a bottle of wine in store is \$15, but would pay \$35-\$60 in a restaurant. Growing up around wine really directed her to follow in tradition, so much of her knowledge stems from family, wine-o's and Google. She also has no previous experience with a wine journal or application and is neutral on the idea of using an application and/or journal to log experiences with wine. She does think she would only use on wines she really liked a new wine. Being provided feedback and suggestions, based on previous ratings and experiences to find more wines she likes would be helpful to her because she is interested in more information about wine choices she makes. Currently, she selects wine based on labels and past wines she has liked and feels like she already has an idea of what she likes based on other wines she likes — selecting wines that taste similar.

Though she didn't feel a need for a BAC indicator, she would like information in the form of a tasting profile with information input tracking her own experiences or a master profile. Having recommendations provided would be a nice resource over researching for wineries. She does consider pairing food with wine when dining out, but would prefer the suggestions to be directly on a menu rather than needing to consult an app. In a mobile application, she would like to see



a reward program, controlled privacy settings, prices and purchase locations, and would pay \$1.99-\$3.99 for it!

Our key findings concluded that this participant found having a resource to log experience to get feedback may be helpful, despite the time/effort it may take to update. Making an app easy to use would be ideal. Having price and purchase locations are highly valued. Incorporating a maps or “near me” feature would also be helpful. She would like to be provided with a lot of reviews, information on wines, and ratings to substitute the need of Google would be idealistic in an application.

### **Profile #9**

Describing her drinking experience with wine as “on point,” our ninth participant overall felt she was somewhat unlikely to use a journal or logging experience through an app. This 27 year old also has no prior experience with using an application for journaling or inputting her experiences. Despite thinking she wouldn’t use such a tool, she did think she would like to receive suggestions on wines to “weed out the bad ones.” Overall, she was supportive of getting an intoxication level notifier because some drinks have more alcohol content than others.

Generally, she selects wine based on personal preferences, favoring sweetness and flavor. Sweetness determines what she likes, prefers reds and doesn’t care for earthy flavors. \$8-\$14 is the average cost she spends on a bottle of wine. She would like to learn more about the wine choices she makes and why she likes them to be more informed on wine and thought a tasting profile would be a nice shortcut to selecting future wines.

She enjoys exploring wineries and would be interested in getting specific wine recommendations from local options, drinking as frequently as an average of 3-4 times a week at home or out. This participant would like to get more pairing options when dining out, specifically with sides and a main entree. Most of her current knowledge comes from friends and restaurant advice. She thinks wine is “better for socializing, less filling than beer, and good with a book at home.” To get feedback from friends, she would like to share her experiences or view other’s thoughts and suggestions.

When asked about using an app to compliment her experience with wine, she was open to a master profile with preferences and recommendations. She also sees herself using an app featuring local options versus single in house menu. “Free wine is always good” she said, supporting an idea of a rewards program. \$1.99 is the most she would be willing to pay for an application.

For this participant, our key findings indicate that providing a profile with recommendations and personal flavor preferences would be useful and welcomed by users. More information on wine would help users feel more confident when educated on wine selections. Pairing is a big aspect of the experience and should be done well with a lot of supporting information in recommendations.

## **Contextual Inquiry Reflection**

We were surprised by how many supported the ideas we suggested for planning, but didn't see themselves using app to journal personal experiences. Overall, individuals want a quick and easy interaction that gives back a lot of data analytics to assist them in finding new local wines to try when pairing with food option at home or dining out.

We learned that some of the tools on the market weren't scaling with the level of interaction the user wanted to interact with them. A tool may have allowed one user to journal and spend a lot of time investing in their own documentation, but it didn't allow them to quickly indicate what they did or didn't like. Tools also didn't make a quick summary of suggestions for pairings based their experience. They testers did like that some of the tools did a good job showing the profile of the wines and their regional backgrounds supporting the flavor of the wine.

When conducting contextual inquiries in the future, spending more time individually with each person would allow the tester to feel more comfortable voicing ideas that need more time to think about. A question asked, getting more insight on what a user may like to see in an application, requires some time and conversation to get feedback. This was quickly passed over by our testers.

The easy part of our inquiries was getting testers excited about our idea and the experience we gave them. An easy majority of the testers came in with a great attitude and excited to share their ideas. Providing them the experience may have cost us a little of our own investment, but it

was highly valuable for getting that emotional energy and positive activity in the group.

Because the setting was an open public event, it was a little challenging to keep our testers on task. We were fortunate in our timing to get grouped together for tasting. This was the major difference in the two sessions. The first group we tested with had little other activity in the building. Only a few other customers were sharing the space. The second group happened later in the day, when the space was very busy and much louder. Perhaps, renting a room out and creating our own environment would be more beneficial for stimulation of ideas and opening up conversation. Having a controlled environment would be helpful.

In the future, adding more diversity would also be helpful. All of our testers were female but one. All of the testers but one were in their twenties. Most of our testers were friends with each other and attended in those friend groups, limiting the overall social interaction variety that could have resulted. Though we were limited in our time getting the number of testers to volunteer their time, having diversity would give depth to the test's values on which we inquired.

# PHASE 2: DETAILED DESIGN REPORT

## Executive Summary

During the course of our contextual inquiry and subsequent wall walks, visioning, and ideation sessions, we realized that one of the primary issues with users is simple ignorance. The wine world is chock-full of nuanced information that the average person simply cannot overcome. Solving that issue, however, is presented with a closely related one: time constraint. Users didn't love the idea of having a digital sommelier at their disposal because of their suspicion that such a tool would still require their time to leverage in any meaningful way. As such, our focus was multi-pronged: the app's onboarding process, the dashboard, and the social component undergirding much of the user's experience.

The onboarding process is the user's first touch point with our application. Not only will it convey the first—and likely lasting—impression on the user, but will be the first layer of information that drives the entire sommelier experience. Without a good onboarding experience we don't receive the necessary data to make subsequent uses of the app a worthwhile venture for the user. In other words, skimping on the onboarding would essentially be to cut the legs out from under any and all other systems within the app, we'd have a non-starter on our hands. Conversely, to nail this system is to empower all the others to shine. This, then, is the point of origination for all other value-adds that the application can bring its user.

Next in the user's core experience is their dashboard, our next chosen system to focus upon. Having the central hub of their life within our application be anything but the focus of our work would be business and design suicide. This is the area of the user's experience that will be

accessed time and time again—literally every time they open up the application. That being the case, the experience must be rock solid. Back to the aforementioned point concerning time-constraints being a worry for users despite an otherwise favorable outlook on our general idea, the dashboard is where that battle will ultimately be won. Having the home-base of their experience be both constantly informed (via their latest uses, their friends, their location, and a multitude of other data points) and subsequently informing (i.e. turning the above data into meaningful suggestions and recommendations) is key to winning the time related battle and thus the fight against churn.

Finally, we chose to focus on the social aspect of the application. While social integration can be somewhat rote, it is nevertheless a very important and high-yield expectation for most if not all users. We have social media so ingrained in everything we do anymore that to falter at this point is to create a crack in the foundation that could cause the rest of the work to crumble. Furthermore, it is a point of competitive advantage to have a strong social feature. All of the other players on the market are weak in their algorithm-driven recommendation engines. A key component to any good rec system is strong social feeds. The more data mapping that can be done, the more statistical probability and likelihood can be achieved before pointing a user in any given direction. As such, not only is social an expectation for our users by default, it is a key component to our hope of moving past other applications in the same space.

Thus, with these three systems in mind, our design is focused on bringing a holistic and well developed solution to users that has yet to be done in the market. Ascertaining the necessary data during a good onboarding session, turning that into meaningful insights from the get-go, and then bolstering that intelligence with the continued learning and support provided by social

is integral to the entire venture. These three systems, then, are what will ultimately make or break the entire business concept for which we are designing.

## **Ideation Sessions:**

### **First Session**

Our group gathered in person for first idea session. We started by reviewing data from the affinity diagram. Next, we time blocked roughly 15 mins for quick sessions to work on developing depth to various aspects for the potential system solutions individually. After we each presented our ideas, we reviewed areas to further develop and spent another 10 mins to expand our ideas. We input our ideas into the shared drive to combine our collective thoughts.

*(Spreadsheet detail can be found in Appendix I.)*

### **Second Session:**

Individually, we spoke to two or three outside volunteers for informal interviews to gather additional ideas. We added them to our spreadsheet, separating them visually to make an obvious second category. Getting 10 additional ideas out of anybody unfamiliar with the field of design wasn't feasible. Since we have so many ideas gathered from our initial contextual inquiries, most of the feedback was repetitive. *(Spreadsheet detail can be found in Appendix I.)*

## **3 Potential Systems**

- *Wine Profile/Gamification/Magic gamer card*
  - *Flavor profile*
    - *Ex. Peace winery label flavor indicator*
  - *Locations*

- *Swipe L/R*
- *Detail on the wine*
- *Price point*
- *Overall Ratings*
- *Social/Check-ins*
  - *Recommendations*
  - *Notifications*
  - *Location*
    - *Winery*
    - *Restaurant*
    - *Purchase point*
  - *Filters*
  - *Privacy settings*
- *UserDashboard/Onboarding:*
  - How we get analytics information provided back to the user:
    - *Pairing (icon) - entrees, side dishes, desserts, \*not just meat\**
      - *Filters: dictate diet type (gluten free, paleo, veg, vegan)*
      - *Meal structure*
      - *Favorite types of cuisine*
      - *Sliding scale options for lifestyle changes*
        - *modify your profile as you life / health / environment / location evolves*
    - *Price point*
      - *Price per glass*



- Price per bottle
  - Price of dinner out with drinks
  - Price of drinking out
  - Flavor profile
    - Idealistic user perspective
    - Percentage matching for suggestions
- Points system / add in value
  - Badges
  - Buy ins from localities
  - Point system integrating into other facets through badges, icons, etc.
  - Hook to get user to return
- Recommendations
- Privacy settings
- Social
- Dream Cellar
- User profile
  - Preferences for health concerns or food choices.

## **Visioning Workshop**

We began mapping out the key elements for our application with a visioning workshop. We gathered ideas for a name for the application, visual direction, and how we thought systems best incorporated to the use of our conceptual design. *(Images can be found in Appendix II.)*

## **Storyboards:**

See Appendix III for storyboards and their descriptions..

## **Design Solution Choice**

Our data showed a quick overview would provide the user the ability to access information quickly, meeting their need of convenience and minimal time demands for useage. Keypoints we found users interested in include: flavor profile, locations of tasting and purchase points, swipe left/right feature like Tinder's ability to provide matching, detail on wine for flavor, history, and pairings, and overall ratings of the wine. Additionally, we thought a journal feature would be a nice way to incorporate an option to have a slower paced experience for those willing or wanting to take more time to document their personal thought.

With social media integrated into so many apps, we wanted to allow users to opt in. Allowing contacts and the application to use location based settings unlocks potential to have check-ins for wineries, restaurants, and various purchase points. This data will allow users to share recommendations based on user's filters, notifications, and privacy settings. Keeping professionalism and privacy a priority, onboarding and settings allow users to lock sharing using a "curfew" feature.

Our data collection presented feedback from potential users that directed our concept to be based on easy documentation of tastings as well as generated data analytics to quickly provide feedback on flavor matching or recommendations. The onboarding collects the foundation of the analytics as well as information for the system requirements. By creating the onboarding

process and user dashboard, we are able to present these areas as well as have connection points in a prototype for Social Integration and the Wine Profile cards we identified as two other key systems to storyboard.